

ORDER



Orders
Order / Rev: 184438
Alt Order #:
Product Desc: Carl DeMaio for Mayor
Estimate: C29N26 10/29-11/6
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 08/15/12 / 08/15/12
Order Type: GENERAL

KGTV
Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Del Cielo Media
Buying Contact:
Billing Contact:
 10755 Scripps Poway Parkway, Suite 55
 San Diego, CA 92131

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mayor/Carl DeMaio for Mayor (R)
Demographic: A25-54
Product Codes: PL7-Mayor
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	123	\$57,200.00	\$48,620.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	123	\$57,200.00	\$48,620.00	0.00
Totals	123	\$57,200.00	\$48,620.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGTV	26%	\$57,200.00
Market	100%	\$220,000.00

Competitive Share

	Share	Total
AZSD	0%	\$0.00
KBNT	0%	\$0.00
KFMB	32%	\$70,400.00
KNSD	28%	\$61,600.00
KPBS	0%	\$0.00
KSWB	10%	\$22,000.00
KUSI	4%	\$8,800.00
LSDN	0%	\$0.00
SD4	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XUPN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	10/29/12	11/06/12	The View	CA	10A-11A	-----	:30	0	\$200.00	PREE	0.00	NM	7	\$1,400.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	11111--			5				\$200.00		0.00			
Week: 11/05/12		11/11/12	11-----			2				\$200.00		0.00			

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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KGTV	10/29/12	11/06/12	11A-12P News/KGTV Midday News	CA	11A-12P -----	:30	0	\$150.00	PREE	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$150.00		0.00			
		Week: 11/05/12	11/11/12	11-----				2	\$150.00		0.00			
N 3	KGTV	10/29/12	11/06/12	M-F 3P-4P/KGTV M-F 3P-4P/KGTV	CA	3P-4P -----	:30	0	\$75.00	PREE	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$75.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$75.00		0.00			
N 4	KGTV	10/29/12	11/06/12	M-F 4P-5P/KGTV M-F 4P-5P/KGTV	CA	4P-5P -----	:30	0	\$400.00	PREE	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$400.00		0.00			
N 5	KGTV	10/29/12	11/06/12	5A-530A News/KGTV 5A-530A News	CA	5A-530A -----	:30	0	\$100.00	PREE	0.00	NM	7	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$100.00		0.00			
		Week: 11/05/12	11/11/12	11-----				2	\$100.00		0.00			
N 6	KGTV	10/29/12	11/06/12	530A-6A News/KGTV 530A-6A News	CA	530A-6A -----	:30	0	\$100.00	PREE	0.00	NM	7	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$100.00		0.00			
		Week: 11/05/12	11/11/12	11-----				2	\$100.00		0.00			
N 7	KGTV	10/29/12	11/06/12	6A-7A News/KGTV 6A-7A News	CA	6A-7A -----	:30	0	\$150.00	PREE	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$150.00		0.00			
		Week: 11/05/12	11/11/12	11-----				2	\$150.00		0.00			
N 8	KGTV	10/29/12	11/06/12	Good Morning America/KG Good Morning America	CA	7A-9A -----	:30	0	\$150.00	PREE	0.00	NM	14	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	22222--				10	\$150.00		0.00			
		Week: 11/05/12	11/11/12	22-----				4	\$150.00		0.00			
N 9	KGTV	10/29/12	11/06/12	8A-9A SU News 8A-9A SU News	CA	8A-9A -----	:30	0	\$600.00	PREE	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1				1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			
N 10	KGTV	10/29/12	11/06/12	5P-6P News/KGTV 5P-6P News/KGTV	CA	M-F 5P-6P (5:00 PM-5:30 PM) -----	:30	0	\$300.00	PREE	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$300.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$300.00		0.00			
N 11	KGTV	10/29/12	11/06/12	5P-6P News/KGTV 5P-6P News/KGTV	CA	M-F 5P-6P (5:30 PM-6:00 PM) -----	:30	0	\$300.00	PREE	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$300.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$300.00		0.00			
N 12	KGTV	10/29/12	11/06/12	6P-630P News/KGTV 6P-630P News	CA	6P-630P -----	:30	0	\$300.00	PREE	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$300.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$300.00		0.00			
N 13	KGTV	10/29/12	11/06/12	7P-730P News/KGTV 7P-730P News	CA	7P-730P -----	:30	0	\$450.00	PREE	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$450.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$450.00		0.00			

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KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	KGTV	10/29/12	11/06/12	Sa/Su 5P-530P News/KGTV Sa/Su 5P-530P News/KGTV	CA	5P-5:30P -----	:30	0	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-				1	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			
N15	KGTV	10/29/12	11/06/12	Sa/Su 6P-630P News/KGTV Sa/Su 6P-630P	CA	6P-630P -----	:30	0	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-				1	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			
N16	KGTV	10/29/12	11/06/12	Sa/Su 5P-530P News/KGTV Sa/Su 5P-530P News/KGTV	CA	5P-5:30P -----	:30	0	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1				1	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			
N17	KGTV	10/29/12	11/06/12	Sa/Su 6P-630P News/KGTV Sa/Su 6P-630P	CA	6P-630P -----	:30	0	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1				1	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			
N18	KGTV	10/29/12	11/06/12	Jimmy Kimmel Jimmy Kimmel	CA	1202A-106A -----	:30	0	\$100.00	PREE	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1-1--				3	\$100.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$100.00		0.00			
N19	KGTV	10/29/12	11/06/12	Nightline Nightline	CA	1135P-1202A -----	:30	0	\$250.00	PREE	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111---				4	\$250.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$250.00		0.00			
N20	KGTV	10/29/12	11/06/12	11P-1135P News/KGTV M-Su 11P-1135P	CA	11P-1135P -----	:30	0	\$500.00	PREE	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111111				7	\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$500.00		0.00			
N21	KGTV	10/29/12	11/06/12	M-F 730P-8P/KGTV Inside Edition	CA	730P-8P -----	:30	0	\$300.00	PREE	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1-1--				3	\$300.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$300.00		0.00			
N22	KGTV	10/29/12	11/06/12	ABC Mon Prime Dancing	CA	8P-11P ----- (8:00 PM-10:00 PM)	:30	0	\$3,000.00	PREE	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$3,000.00		0.00			
N23	KGTV	10/29/12	11/06/12	ABC Mon C Castle	CA	10P-11P -----	:30	0	\$1,800.00	PREE	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	1-----				1	\$1,800.00		0.00			
N24	KGTV	10/29/12	11/06/12	ABC Tue A Dancing Results	CA	8P-9P -----	:30	0	\$3,000.00	PREE	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			
N25	KGTV	10/29/12	11/06/12	ABC Tue C ABC Tue C	CA	10P-11P -----	:30	0	\$1,600.00	PREE	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$1,600.00		0.00			
		Week: 11/05/12	11/11/12	-----				0	\$0.00		0.00			

KGTV